

Physicians Counseling Smokers

Brief Program Description

Physicians Counseling Smokers (PCS) is an office-based intervention in which educators visit primary care physicians in their offices in an effort to increase physicians' adoption of and effectiveness at delivering smoking cessation strategies to their patients.

PCS features personal educational visits to physicians in the practice setting. Based on the stages of change model, PCS provides an opportunity for the visiting educator to assess the needs and motivation of the physician to adopt and deliver smoking cessation interventions to adult smokers. Using the same model, physicians subsequently tailor intervention to the particular needs, barriers, and motivational readiness of patients.

PCS provides resources to help physicians counsel their patients how to stop smoking and how to create an atmosphere in the office conducive to quitting, and information on how to best involve office staff in smoking cessation.

Contact Information

For indepth information on this program, please use the contact listed below.

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